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PTO/SB/21 (09-04)

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MAR 16 2006

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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/973,083	
	Filing Date	October 10, 2001	
	First Named Inventor	Hendricks	
	Art Unit	2617	
	Examiner Name	Justin E. Shepard	
Total Number of Pages in This Submission	10	Attorney Docket Number	SEDN/5205

ENCLOSURES (check all that apply)		
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT		
Firm	Patterson & Sheridan, LLP	
Signature	<i>Lea A. Nicholson</i>	
Printed Name	Lea A. Nicholson	
Date	March 16, 2006	Reg. No. 48,346

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This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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PAGE 1/10 * RCVD AT 3/16/2006 11:10:03 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-6/46 * DNIS:2738300 * CSID:732 530 9808 * DURATION (mm-ss):03-18

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Signature	<i>Lea A. Nicholson</i>		
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**IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE****PATENT APPLICATION**Applicant: **Hendricks et al.**Case: **SEDN/5205**Serial No.: **09/973,083**Filed: **October 10, 2001**Examiner: **Shepard, Justin E.**Group Art Unit: **2611**Confirmation No: **5151**Title: **INTERNALLY TARGETED ADVERTISEMENTS USING TELEVISION
DELIVERY SYSTEMS****RESPONSE UNDER 37 C.F.R. §1.111****MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**

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3/16/06	<i>Lee A. Nichols</i>
Date	

SIR:

In response to the non-final Office Action mailed November 16, 2005, please enter this response and reconsider the claims pending in the application for the reasons discussed below.

The Commissioner is authorized to charge any fee due, including extension of time and excess claim fees, to counsel's Deposit Account 20-0782/SEDN/5205.